

HAGERTY®

Investor Overview

FORWARD LOOKING STATEMENTS / NON-GAAP FINANCIAL MEASURES

This presentation contains forward-looking statements within the meaning of Private Securities Litigation Reform Act of 1995. Forward-looking statements include all statements that are not historical facts. These forward-looking statements reflect our current expectations and projections with respect to our expected future business and financial performance, including, among other things: (i) expected operating results, such as revenue growth and increases in earned premium; (ii) changes in the market for our products and services; (iii) our plans to expand market share, including planned investments and partnerships; (iv) anticipated business objectives; and (v) the strength of our business model. These statements may be preceded by, followed by, or include the words “aim,” “anticipate,” “believe,” “estimate,” “expect,” “forecast,” “future,” “goal,” “intend,” “likely,” “outlook,” “plan,” “potential,” “project,” “seek,” “target,” “can,” “could,” “may,” “should,” “would,” “will,” the negatives thereof and other words and terms of similar meaning. A number of factors could cause actual results or outcomes to differ materially from those indicated by these forward-looking statements. These factors include, but are not limited to: (i) our ability to compete effectively within our industry and attract and retain members; (ii) our dependence on a limited number of insurance distribution and underwriting carrier partners; (iii) our ability to prevent, monitor and detect fraudulent activity, including our reliance on a limited number of payment processing services; (iv) disruptions, interruptions, outages with our technology platforms or third-party services; (v) the limited operating history of some of our membership products and the success of any new insurance programs and products;

(vi) adverse impacts from the COVID-19 pandemic and current and future variants of the virus; (vii) manage the cyclical nature of the insurance business, including through any periods of recession, economic downturn or inflation; (viii) unexpected increases in the frequency or severity of claims; (ix) compliance with the numerous laws and regulations applicable to our business, including state, federal, and foreign laws relating to insurance and rate increases, privacy, the internet and accounting matters; (x) whether investors or securities analysts view our stock structure unfavorably, particularly our dual-class structure; (xi) the fact that we are a controlled company; and (xii) other risks and uncertainties indicated from time to time in documents we file or will file with the Securities and Exchange Commission (the “SEC”). The forward-looking statements herein represent our judgment as of the date of this release and we disclaim any intent or obligation to publicly update or review any forward-looking statement, whether as a result of new information, future developments, or otherwise. This presentation should be read in conjunction with the information included in our filings with the SEC and press releases. Understanding the information contained in these filings is important in order to fully understand our reported financial results and our business outlook for future periods.



Saving Driving and Fueling Car Culture for Future Generations

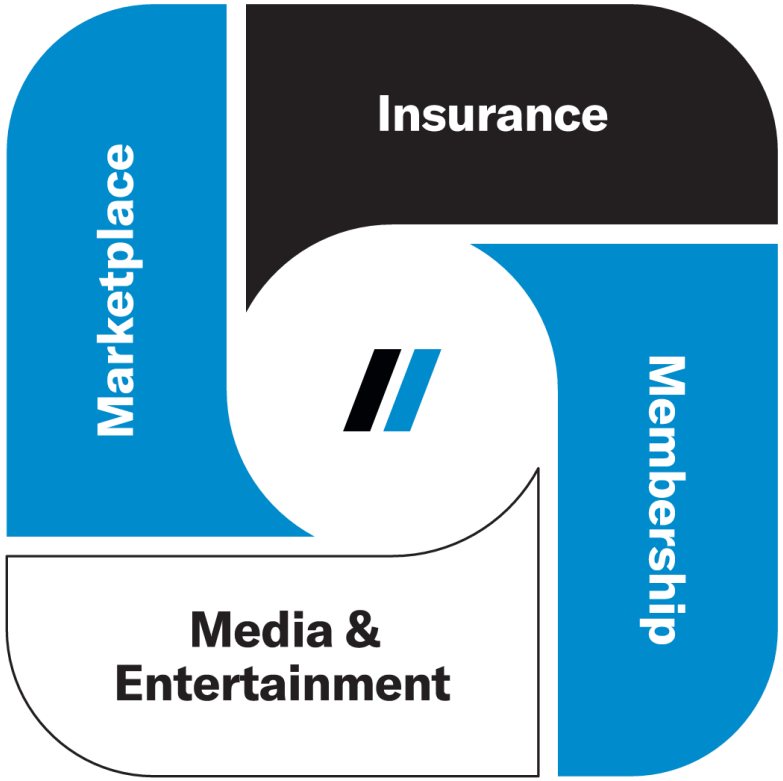
To meet that challenge, we are building an ecosystem of high value-added products, services and entertainment for car lovers that honors and catalyzes the passion for cars and driving.

McKEEL HAGERTY

Hagerty: A Leading Auto Enthusiast Insurance Provider

We are leveraging Hagerty's trusted brand status in insurance to become the leading consumer lifestyle brand focused on car lovers

Hagerty's Four Strategic Focus Areas



2022 KPIs

$788M Total Revenue +27% YOY	**45%*** Loss Ratio
$777M Written Premium +15% YOY	**88%** Retention
2.2M Vehicles Insured	**83** Net Promoter Score

* 2022 loss ratio includes the third quarter impact from hurricane Ian (2.5%) and decision to increase liability reserves (1.6%)

The Hagerty Affinity Ecosystem

More than a great specialty insurance business

01

Large and underpenetrated market opportunity

Tapping underserved passion-led automotive enthusiast market

02

High growth auto enthusiast insurance

Established platform to drive scale and leverage data advantage

03

Membership, Marketplace and Media ecosystem for car lovers

Exceptional brand loyalty with multiple points of monetization

04

Proven and resilient financial profile

Track record of revenue and profit growth

05

Investing in sustained revenue growth and margin expansion

Reinvesting to scale the Hagerty ecosystem



Engaging Through a Shared Love and Passion for Cars

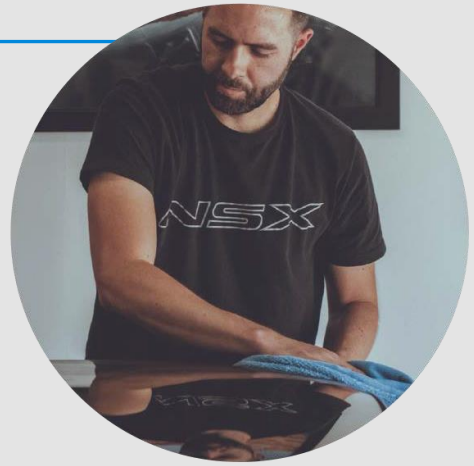


Hagerty's Auto Enthusiast Model Maximizes Lifetime Value

Weaving together an ecosystem of offerings for consumers

The Auto Enthusiast spends >$10K/year

Enjoyment + social



Insurance
Guaranteed value policies

Restoration
Body, mechanicals, engine

Connection and Community
Auto club, storage, events, shows

Fun
Swag, media, gaming

Status
Prestige, recognition

Illustrative Economic Value with 90% retention

10 Year Life

The Daily Driver

Focus on mobility



Insurance
Gas
Car lease
Parking
Maintenance

Illustrative Economic Value

2-3 Year Life

Reader Survey 2020; Based on internal records

67mm Auto Enthusiasts Create a Long Runway For Growth

Just ~4% share of the U.S. collectible car market today

Global Car Enthusiasts[1]

>500mm

U.S. Car Enthusiasts

67mm

U.S. Collectible Cars[2]

45mm

Hagerty Insured Vehicles

2.4mm

Age groups & demographics


Late teens / 20s


30s


40s


50s


60s


70s & beyond


High net worth individuals


Hobbyists at home


Industry professionals

Source: Hagerty company reports based on aggregated data of various sources;
[1] Per Facebook analytics, members who have expressed an interest in or 'Liked" automobiles or associated interests
[2] Per Hagerty company reports based on aggregate data of various sources.
[3] Policies in force of 1.4mm as of October 31, 2023

The Automobile Enthusiast Market Compares Favorably to other Lifestyle Segments

Hagerty is the Leading Platform in a Large and Fragmented Segment



Membership models

Source: Polk, National Ski Areas Association, Outdoor Foundation, Statista, MRI; Note: Bubbles represent estimated number of participants; [1] U.S. collectible vehicles



The Hagerty Affinity Ecosystem:

Driving Engagement and Brand Love

Unparalleled Specialty Insurance for Auto Enthusiasts

Data driven value proposition and unparalleled customer service for auto enthusiasts

Guaranteed value

Compared to stated value with appreciation in car values equaling coverage

Greater savings*

On average 34% lower than a stated value policy

Greater specificity, protection and customer service

Reflecting Hagerty's data advantage

Added value services for car lovers

Roadside service, expert repair network, parts finder specialists and more



* Based upon 2021 consumer data collected by Hagerty on single car quotes, with premiums $5000 and under, from daily driver auto insurance carriers."

Consumer and Partner Focus Unlocks a Growing $12-15B TAM

Hagerty's omni-channel strategy allows us to interact with members across three channels

Distribution Channels	Key Stats	Value Proposition
45% Direct distribution	→ **State of the art call centers** plus digital distribution → Sales agents in 25 states and 3 countries	→ Drives new business flow (insurance & membership)
32% Agency and broker channel	→ **Over 45,000 agents** → 10 of the top 10 brokers by revenue[2]	→ Enhances service and increases efficiency → Deepens relevancy to client
23% National insurance partners	→ **9 of the top 10 auto insurers** including new partners[1] → Top 5 partners each report double-digit growth and segment acceleration	→ Partner to win → No channel conflict

[1] Per SNL Financial, by auto premiums written
[2] Per Business Insurance

Win-win for Insurance Carrier Partners

Hagerty's partnership focus allows us to methodically grow our membership through indirect channels

Total Insurance Solution

- Team of passionate experts
- Tailored product coverage
- Sales & services
- Underwriting & claims
- Pricing
- Proprietary technology

Compelling Partner Benefits

- High intimacy model
- Protects their bundle
- Claims handling
- Valuation tools
- Expert repair network

We now partner with nine of the top ten auto insurers

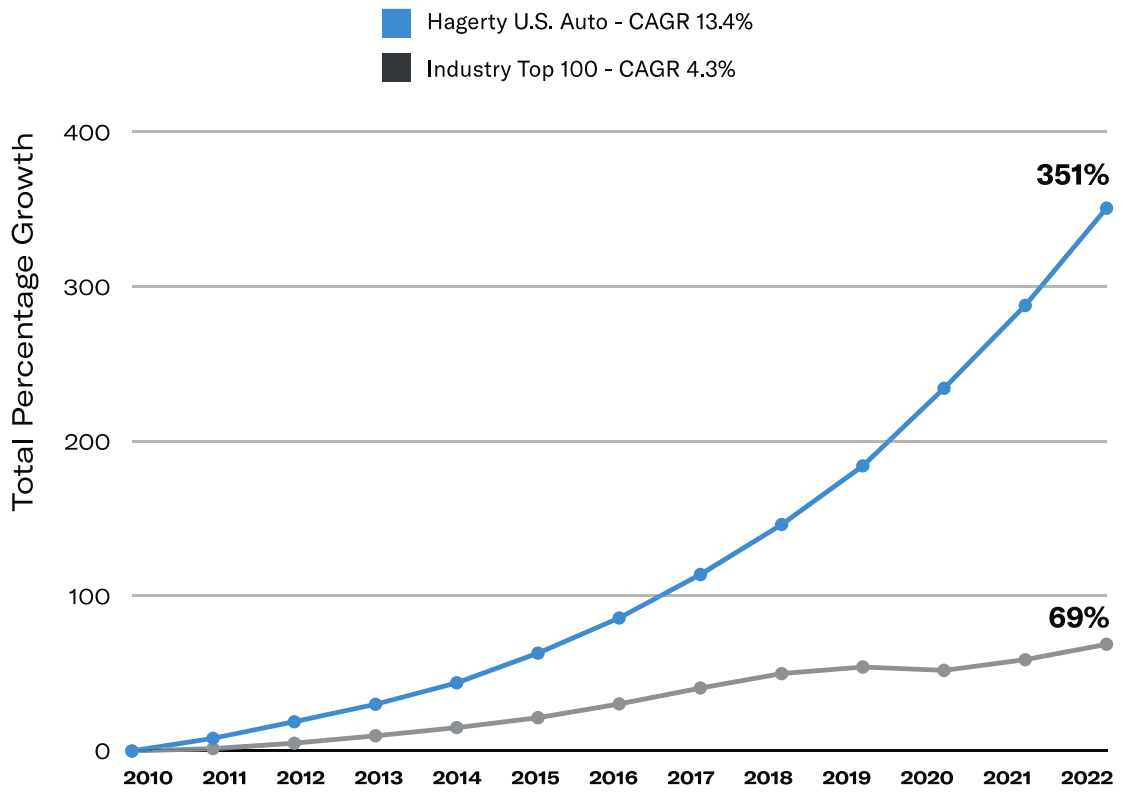
Launching new partnerships such as Hagerty administering State Farm's Classic+ Program with 480,000+ initial policies beginning in the Fall of 2023



Hagerty Delivers Consistent Double-Digit Written Premium Growth

Large penetration opportunity given only 4% today, particularly post-1980 enthusiast vehicles

Hagerty U.S. Auto Premium Growth vs. Industry Top 100



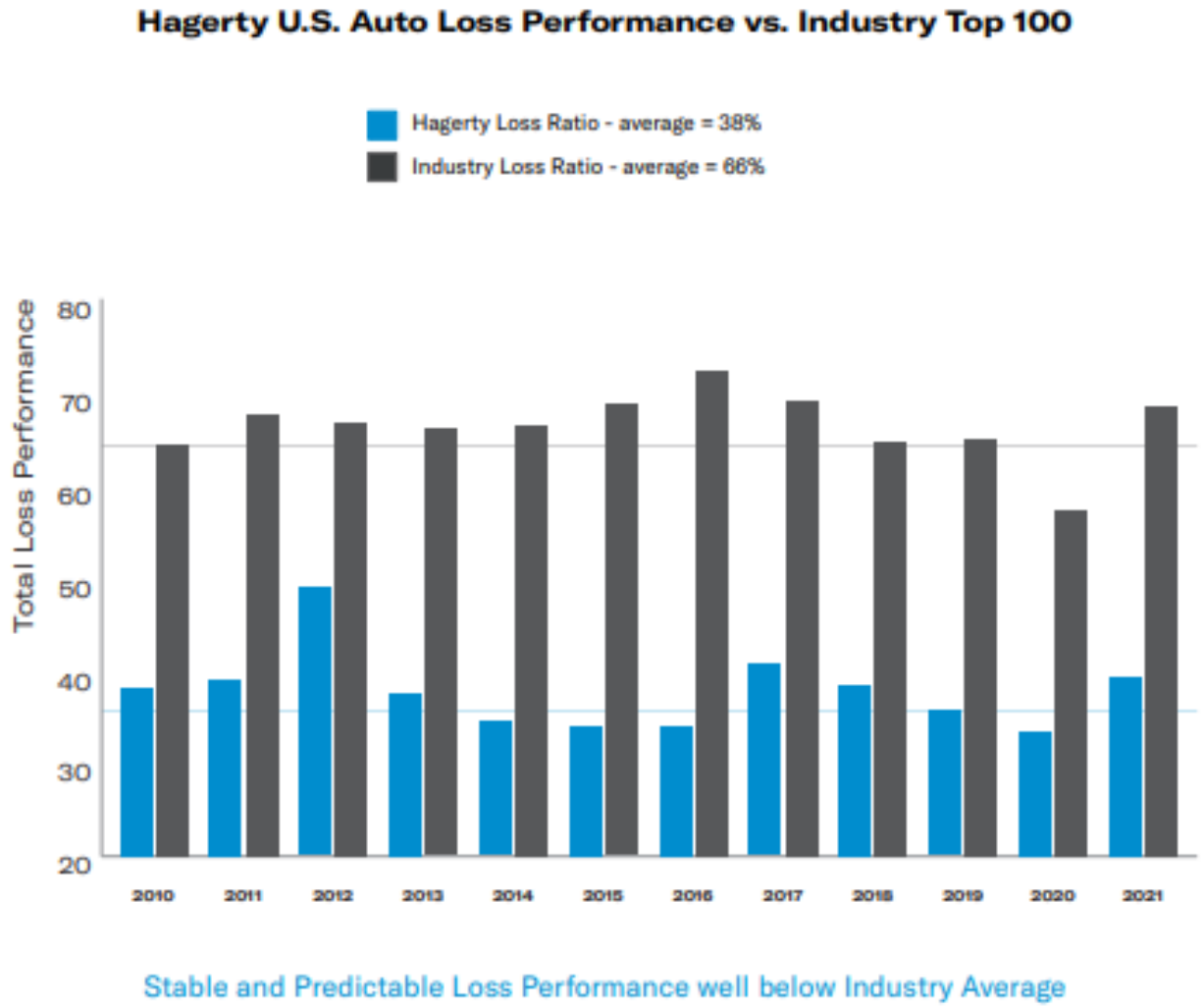
Sustained Growth 5X the Industry

Collectible vehicles by year

	Type	Total Market (cars, mm)	Hagerty Penetration
	**Pre-1981 Classics**	11.3	12.1%
	**Post 1980 Collectibles**	**34.0**	**1.4%**
	Total	~45.3	4.1%

Decades of Underwriting Drives Predictably Low Loss Ratios Under 40%

Resulting in an additional 10% contingent underwriting commission (CUC) annually since 2010



Multi-dimensional first-party data advantage

- Decades of claims data
- 40,000 vehicles in Hagerty Valuation Tools
- Effective pricing of risk to maintain low loss ratios
- Engaging, seamless member experience and cross-selling
- Well-positioned to mine the full auto enthusiast TAM

Excellence in Insurance is just the Beginning

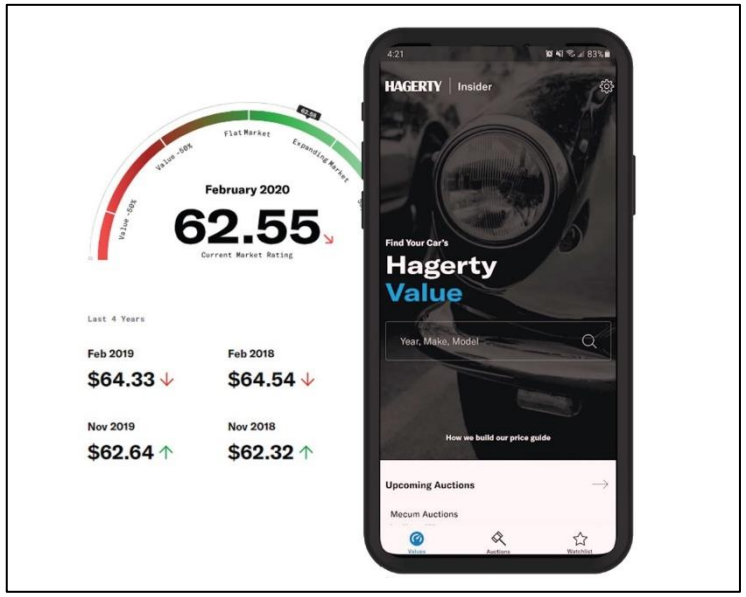
Hagerty's trusted brand status positions us to monetize our members' passion for cars

Insurance is a mandated purchase for nearly every vehicle



Most companies just focus on making the process easier and the premiums cheaper.

We have designed a better product set using proprietary data



Large, proprietary data sets provide segmentation and pricing advantage.

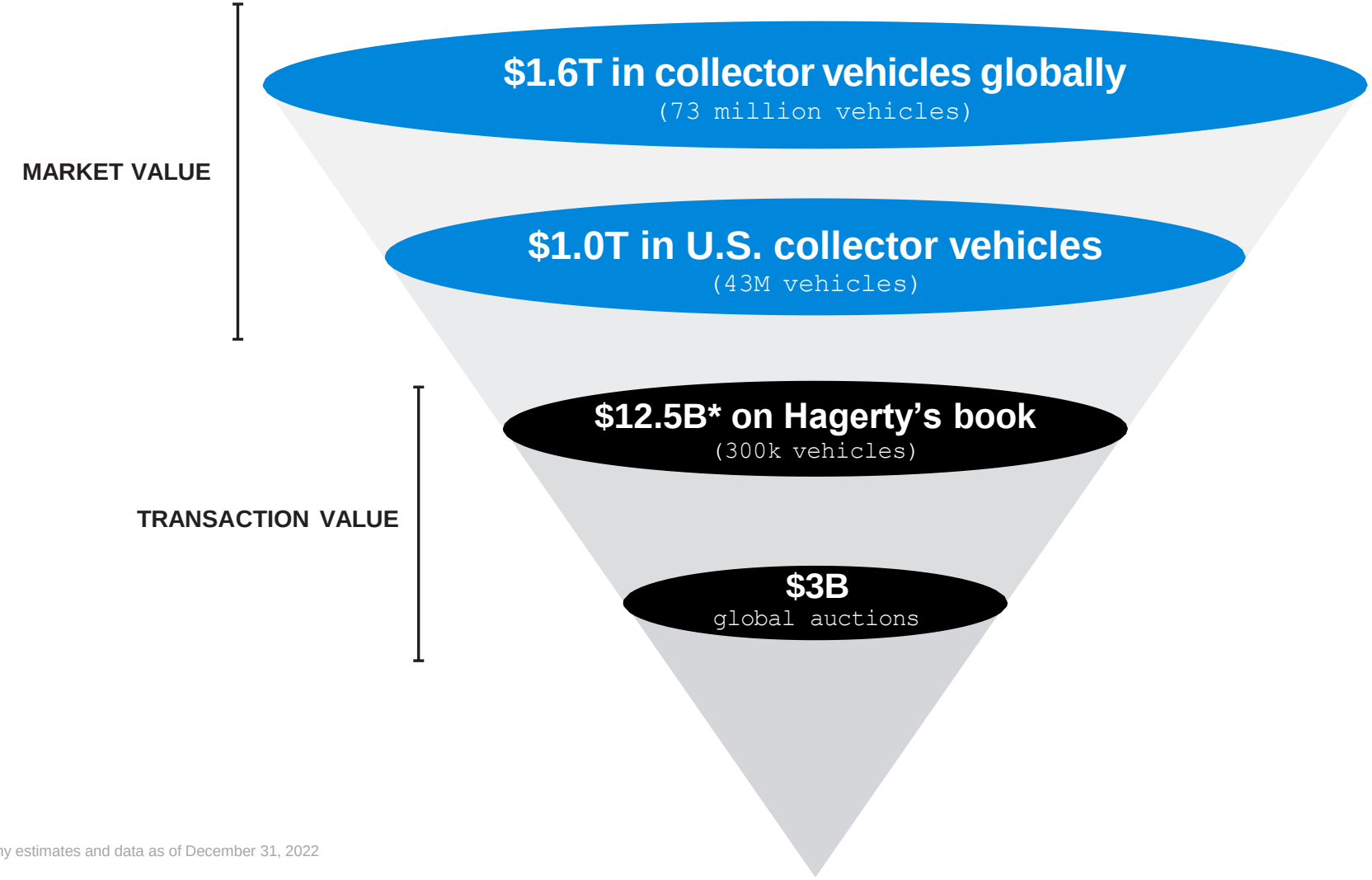
Our products are genuinely appreciated by our members



Customer retention of ~90% over the last decade.

Marketplace Platform

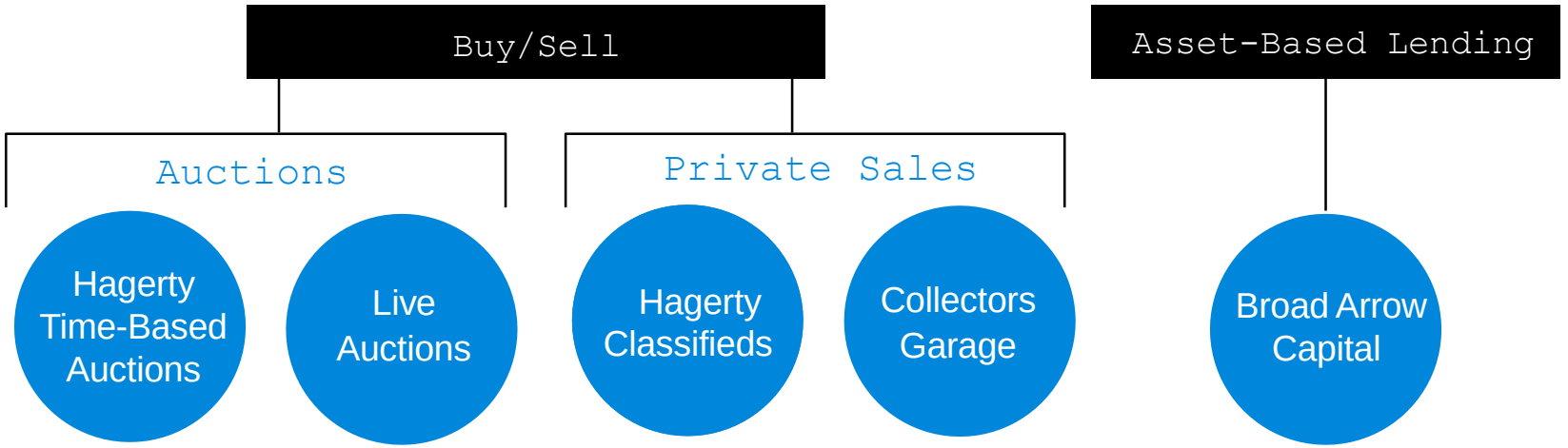
A $1.6T Collector Vehicle Market, with $1.0T in the US



- Source – Company estimates and data as of December 31, 2022

Hagerty Marketplace Leverages the Power of the Ecosystem

Existing size, scale and trusted brand status position Marketplace for success



Leverage Hagerty Valuation Tools, membership, and media content assets to build a comprehensive, trust-based suite of transactional offerings to drive data, revenue and engagement

Hagerty Drivers Club Cultivates Loyalty and Engagement

Ecosystem of 1.3 million paying members

Multiple Points of Engagement | Compelling Advantages | Strong Brand Loyalty







Members enjoy ↓

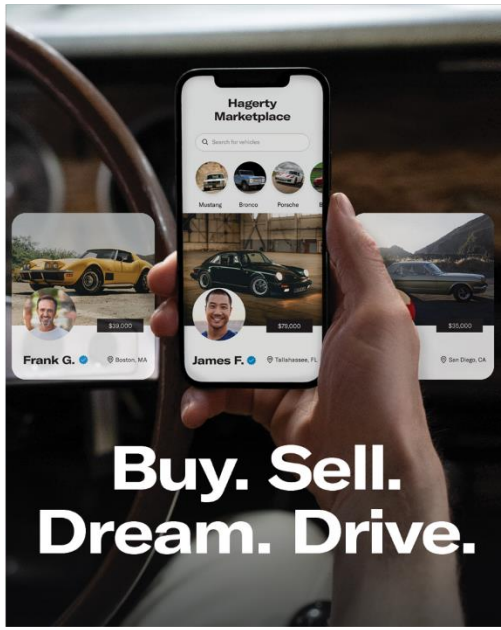
- Exclusive automotive offers
- Ask Hagerty
- Hagerty Valuation Tools®
- *Hagerty Drivers Club* magazine
- Events and experiences
- Hagerty Marketplace
- Emergency services
- Hagerty Insider
- And more!

Net Promoter Score®

Hagerty NPS	Industry Avg
83	39

Net Promoter Score (NPS) is a loyalty metric.
NPS represents how we are doing in the minds of our clients.











Hagerty Media & Entertainment

Multiple, high touch contact points create more engaged customers than TV advertising alone

Media	Events
479M lifetime views	**2,500** attended annually
Print **2nd Largest** automotive magazine by audited circulation	**Social Media** **4.7M** followers on Hagerty channels

Owner and operator of

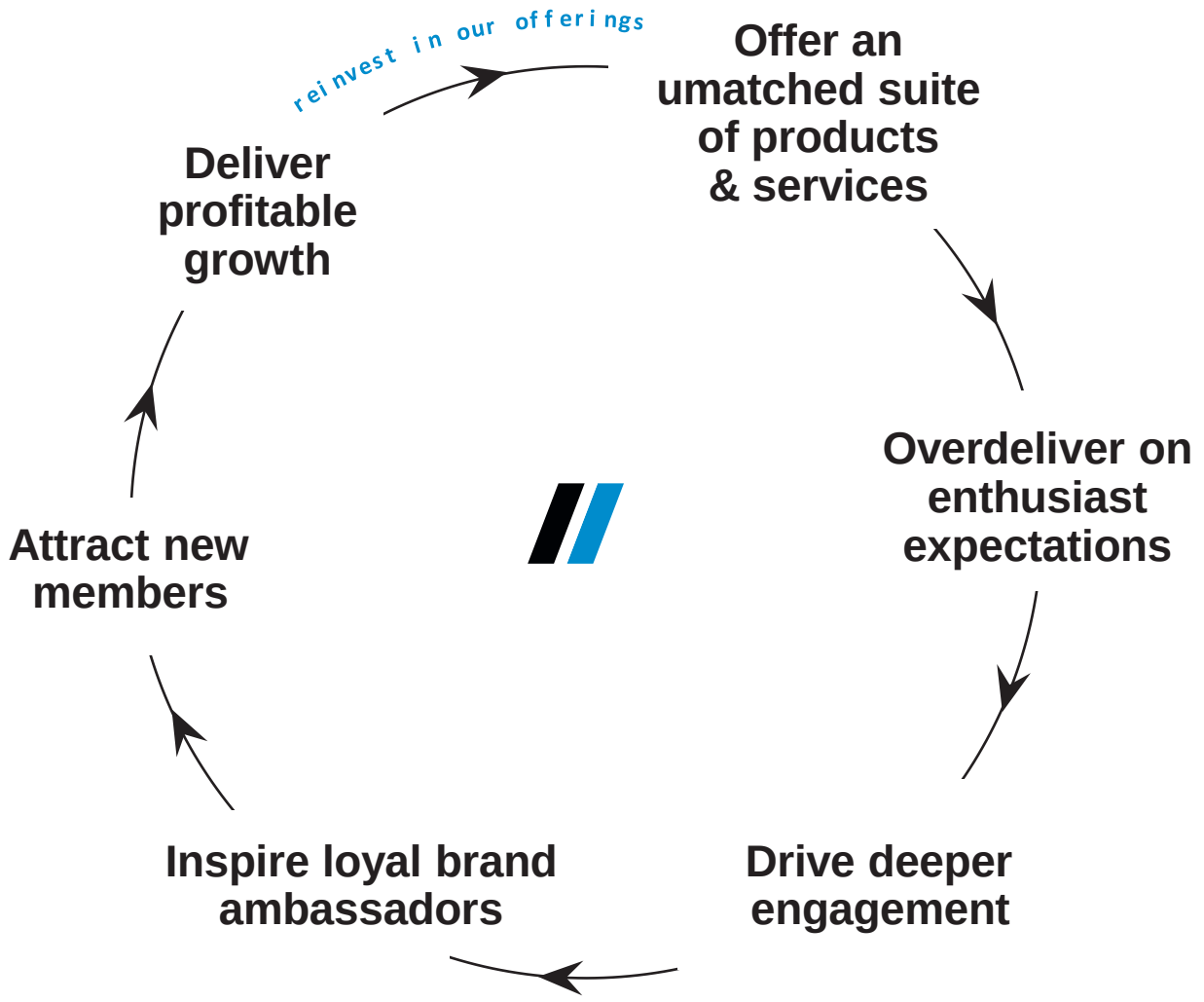
3 of the largest Concours d'Elegance

in the U.S.

[1] As of November 2022

Hagerty Flywheel

1. **Offer an umatched suite of products and services** to enable, validate and fuel the love of cars
2. **Overdeliver on enthusiast expectations** with world class experiences & H-factor hospitality
3. **Drive deeper engagement** and adoption of revenue generating products
4. **Inspire loyal brand ambassadors** who can't live without us
5. **Attract new members** into our ecosystem with enticing content & experiences
6. **Deliver profitable growth** to reinvest in new products and services



Financial Model



2023 Outlook* - Growth and Profitability

Strong top-line momentum continuing in 2023 with significantly improved profitability

- **Total Revenue growth of 26-27%** powered by **Written Premium growth of 15-16%**
  - Sustain double-digit Written Premium growth trajectory
  - Deliver an unmatched online and live Marketplace experience
  - Drive loyalty, referrals and incremental revenue and profit from Membership
- Continue evolution into an **Integrated Insurance Business**
  - Increase Hagerty Re's quota share reinsurance agreement in the U.S. and U.K. to ~80%
- **Significantly improving profitability** ($75 million to $85 million in Adjusted EBITDA) through Cost Containment measures and Operational Efficiencies

* Company outlook from third quarter earnings call on November 8, 2023

Positioned to Deliver Sustained Growth in Written Premiums

While growing diversified revenue streams

